

**WE CLAIM:**

- 1     1.     A system for accessing a remote computer network, comprising:  
2           a package;  
3           an identification tag coupled to said package that stores identifying data  
4           unique to said package;  
5           an interrogator located external to said package;  
6           a computer system coupled to said interrogator for exchanging information  
7           with a remote site;  
8           wherein said interrogator transmits a query to said identification tag and  
9           said identification tag responds by communicating said identifying data to  
10          said computer system, thereby accessing said remote computer network.
- 1     2.     The system of claim 1, wherein said identification tag is selected from the  
2           group consisting of: a linear bar code, a composite bar code, a 2-  
3           dimensional bar code, a radio frequency identification transponder, and  
4           data recorded magnetically.
- 1     3.     The system of claim 1, wherein said identifying data further comprises data  
2           selected from the group consisting of: a product identifier, a serial number,  
3           a URL or other reference to a web site, and combinations thereof.
- 1     4.     A method for accessing a remote computer network, which comprises the  
2           steps of:  
3           (i) providing an integrated system comprising,

4 a package,  
5 an identification tag coupled to said package that stores identifying  
6 data unique to said package,  
7 an interrogator located external to said package, and  
8 a computer system coupled to said interrogator for exchanging  
9 information with a remote site,  
10 (ii) sending a query signal from said interrogator to said identification tag;  
11 (iii) responding to said query signal by communicating said identifying data  
12 from said identification tag to said computer system;  
13 (iv) executing a script associated with said identifying data in said  
14 computer system; and,  
15 (v) instructing said computer system to access said remote computer  
16 network,  
17 wherein said script contains programmed instructions.

1 5. The method of claim 4, wherein said identification tag is selected from the  
2 group consisting of: a linear bar code, a composite bar code, a 2-  
3 dimensional bar code, a radio frequency identification transponder, and  
4 data recorded magnetically.

1 6. The method of claim 4, wherein said identifying data is selected from the  
2 group consisting of: a product identifier, a serial number, a user identifier, a  
3 URL or other reference to a web site, and combinations thereof.

1 7. A method for providing product materials by accessing a remote computer  
2 network, comprising the steps of:

3 (i) providing an integrated system comprising,  
4 a package,  
5 an identification tag coupled to said package that stores identifying  
6 data unique to said package,  
7 an interrogator located external to said package, and  
8 a computer system coupled to said interrogator for exchanging  
9 information with a remote site,  
10 (ii) sending a query signal from said interrogator to said identification tag;  
11 (iii) responding to said query signal by communicating said identifying data  
12 from said identification tag to said computer system;  
13 (iv) executing a script associated with said identifying data in said  
14 computer system,  
15 wherein said script contains programmed instructions;  
16 (v) instructing said computer system to access said remote computer  
17 network; and  
18 (vi) sending said product materials from said remote computer network to  
19 said computer system.

1 8. The method of claim 7, wherein said product materials is selected from the  
2 group consisting of: product information, instruction manuals, advertising,  
3 registration materials, promotional items, and mixtures thereof.

1 9. The method of claim 8, wherein said promotional items are selected from  
2 the group consisting of: screen savers, fonts, computer games, text files,  
3 music files, video files, and mixtures thereof.

